

City of Cambridge Recycling Advisory Committee
Minutes Taken by Paul Schlaver for April 14, 2005 meeting

Members Attending: Judy Nathans; Rob Gogan, Harvard; Adam Mitchell, Save That Stuff; Paul Schlaver, Cambridge Consumers Council

Guests Attending: Justin Adams, MIT; Randi Mail, Recycling Director; Anne Wasserman, MIT; Shaunna Schiller, FCR-Boston

Market Update

Shaunna provided handouts showing current prices and trends. Generally speaking, the market has been fairly stable for about a year now as well as end products.

anyone made contact with the Recycling Program, i.e. requesting a blue bin, etc they receive a copy of it. The new City's E-Line service for email updates could be another grouping for such information.

Educational Videos

For the Committee's viewing, Randi showed the two short public service announcement (PSA) videos that she developed with the City's Cable office. The 30-second PSA focuses on how to correctly prepare recycling and yard waste and the 45-second PSA focuses on what types of paper should and can be recycled. Since August 2004, they have been shown randomly on the City channel as PSA spots. All in attendance were impressed!

Randi also mentioned the email survey she did of 300-400 residents that had requested blue bins online. She received a 30% response to the survey questions. Her analysis so far indicates that a lot of "old concepts" and facts about recycling still exist, heightening the value of new consumer education about the details of the city's program. We discussed the idea of an item of the month promotional focus on outreach, i.e. April for yard waste, December for holiday packaging, which Juliette has begun to do with the monthly volunteer opportunities email and the monthly letters mailed to new residents.

Next we saw a ten-minute video produced in Lawrence with a state grant. This was an excellent in-depth educational effort to show the growing landfill and incinerator problem and to offer details on residential recycling. It is also in Spanish. All applauded this video as well and saw various uses for a similar; Cambridge-specific, if developed.

When the new "Rick Leandro" is hired Randi expects to really focus on developing the outreach and educational program and welcomed the ideas at the meeting about creative ways to reach citizens.

Randi talked of getting the videos digitized so they could be added to the website and viewers could watch them in that format. Anne offered to convert the PSA's into digital format. Others suggested that that the ten-minute video would be effective for schools, community organizations and other groups to view and learn from. Randi has it in DVD format. The Committee suggested that when

Go Green Awards

Randi announced that the event would occur on Tuesday, June 14 at 5:30pm at 344 Broadway, the new green City Annex Building. The City has planned this year's event as a stand alone, more sophisticated event. Ted Sanders will be the guest speaker and there will be displays by former Go Green winners as well as food and music.